

PARKER  
PEN

# SHOP TALKER

for  
Parker Pen  
Employees

January 10, 1983

1147

The "Write Your Own Ticket" promotional sweepstakes, conducted during the Christmas sell in from August through December 1982, **created a high level of consumer interest in Parker products and the brand name**, according to **C. EDWARD LITTLE** (U.S. Marketing Services Manager). More than 55,000 consumers have written to Parker's contest headquarters in Mt. Prospect, Ill., for facsimiles of display headers which were used to determine prize winners. In addition, thousands of shoppers submitted their names for the "second-chance" drawing for unclaimed prizes -- good news because the entry forms were attached to retail displays and counter cards around the nation. Mr. Little reports that more than **15,000 product displays were sold-in** during the pre-Christmas period, **a record number for Parker in the U.S.**

**JOHN THOMPSON** has been transferred to U.S. Operations as Director of Advanced Technology, reporting to **BERT J. DYBLE** (Executive Director, Research and Development). He was previously employed as Development Manager at Parker in Newhaven. Prior to that, he was development engineering manager for Johnson Wax in Camberley, England, and consumer products chemistry section manager for Wilkinson Match Research in Colnbrook, England. Mr. Thompson graduated with a bachelor's degree in chemistry from Leeds University in Yorkshire, England, in 1965 and obtained a Ph.D. in physical chemistry of dyeing from the same University in 1968. He also has a postgraduate diploma in management studies from Ealing Polytechnic in London in 1976. Also coming to Arrow Park from England is **PHILIP WALLIS** who is Ink Development Manager, reporting to Mr. Thompson. He was previously the Product Development Section Manager in Newhaven. Prior to that, he was the senior scientist for DeLa Rue Co. Ltd., in Maidenhead, England. Mr. Wallis graduated with a bachelor's degree in chemistry from the University of Bristol, England, in 1970 and received a Ph.D. in surface chemistry from the same university in 1974.

**WILLIAM MURRAY** has been hired as a Buyer for the Purchasing Department, reporting to **BRUCE HUBBELL** (Purchasing Director). He was previously a senior buyer for Babcock and Wilcox in Milwaukee, and a buyer for Scot Pump in Cedarburg. He graduated with a bachelor's degree in business administration in 1973 from Arizona State University and is a certified purchasing manager (C.P.M.).

**AL DIOTTE** (Executive Vice President-Administration) delivered the keynote address at the midwinter meeting of the Wisconsin Chamber of Commerce Executives Association in Sheboygan on December 9. He spoke mainly on the **Parker/Wisconsin Department of Public Instruction study on what schools should be doing to prepare young people for the world of working in the 1990's. Phase I of that project, which is to develop an information base, is nearly completed.**

## PEOPLE TALK

**MARION SCHUMACHER** (U.S. Domestic) noted her 25th service anniversary on January 7. **EDWARD CLARK** (National Account Manager-Eastern Region) will also mark his 25th year at Parker on the 15th.

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for  
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Employees

January 17, 1983

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The Company last week **reported third quarter consolidated net earnings of \$133,000**, or one cent per share, on **net sales of \$162.6 million for the three-month period ending on November 30, 1982**. This compares with net earnings of \$5.2 million, or \$.30 per share, reported for the same period a year ago. Net sales for that quarter were \$184.5 million. For the current nine-month period, net sales were \$484.5 million compared with \$524 million for the same period a year ago. The earnings' line shows a \$3.7 million loss, or \$.22 per share, for the first nine months due to \$5.4 million in restructuring charges in the second quarter. Earnings before restructuring costs were \$.10 per share for the nine-month period.

James R. Peterson, President and Chief Executive Officer, reported that the **effects of the worldwide recession continued to negatively affect Parker's two major divisions -- Manpower and Writing Instruments**. "In spite of record unemployment, a continued strengthening of the dollar throughout the first nine months and a poor worldwide buying environment, we were able to show a small profit for the quarter," Mr. Peterson said. "When our foreign sales were translated into U.S. dollars, it has cost the company approximately \$60 million in sales and \$4 million in operating profit when compared with the same nine-month period a year ago," Mr. Peterson explained.

Mr. Peterson also reported that in December the Company declared a regular quarterly dividend of \$.13 per share. Also, the Company increased its ownership of Manpower from 96.25 percent to 98.5 percent, and the Company recently arranged for a fixed-rate, \$25 million, three-year loan with the Metropolitan Life Insurance Company to reduce short-term bank borrowings and for general corporate use.

The half-hour version of Parker's film on the history of communication, "**Alphabet: The Story of Writing**," will be shown on eight Wisconsin Educational Television Network stations on Thursday, January 20, at 11 a.m. Among these stations is WHA-TV, Madison. The viewing audience for this network is approximately 600,000. The film is being shown at that time so elementary and high school educators in Wisconsin schools can videotape for showing to their students at a later date. The teachers have been informed of this opportunity via an educator's publication, television program and telephone hotline system. "Alphabet" has been on free loan in the United States since November 1981 and has been viewed by over 35,855 people. According to the film's distributor, requests are outpacing supply.

**SHERRELL BUNTON WELKCR** has been hired as an Account Manager for the Chicago, Northern Illinois and Eastern Iowa territory, reporting to **WILLIAM ENGLEHART** (Northern Region Manager). She was previously employed with the Boyles-Midway division of American Home Products in Indianapolis, Ind., as a sales account supervisor and before that with Blocks Department Store, also in Indianapolis, as a department manager. She graduated from Purdue University in 1979 with a bachelor's degree in general management.

A satisfied customer, Charles L. Clayton, recently wrote to the company's Customer Service Department to thank them for restoring his Parker fountain pen to "**perfect writing condition. You have certainly gone far beyond the call of duty and have restored my faith in American business.**" I shall not hesitate to recommend and promote your products to the best of my ability. Again, my sincere thanks for your kindness to me. You are the best of the best.

PARKER  
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# SHOPTALKER

for  
Parker Pen  
Employees

January 24, 1983

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The Arrow line continues its worldwide roll-out, and in England BARRIE ROBINSON (U.K. Sales and Marketing Manager) reports that "the products are well-received and liked by the trade and public. The most popular in the series is the Black Matte, with the Rolled Gold a close runner-up." The U.K. campaign began in September 1982 and was advertised between November and December with full-color double page spreads in these publications: **Sunday London Times, Observer, Sunday Telegraph, Radio Times, Country Life, Punch, Harper & Queen, House & Garden, Woman's**

**Journal, Good Housekeeping, and Ideal Home.** Sales are being spurred on by an inviting point of sale competition in which anyone who buys a Parker Arrow pen is qualified to enter a "Choice of Quality" competition. This involves matching photographs most suited to the qualities of each Arrow product. Prizes in this contest, which ends in 1983, include leather goods, jewelry, bicycles, and luxury sports, photographic and stereo equipment. Shown above is an example of an advertisement for Arrow placed in the various U.K. publications.

## The new Parker Arrows. The same old Parker aims.



Our designs may change, but our objectives do not.  
The sleek new clip of the Parker Arrow will hold us to you for just as long as our traditional one.

The barrels, though slim, are every bit as tough as those of our other pens. Having a report to deliver, they should last a lifetime.  
We have been just as stake-in-the-ground with the working parts.

We still select ballpen nibs from each batch and test them to destruction.  
We still inspect every fountain pen nib under a microscope.  
And we still assemble each individual pen just as we have always done. By hand.

Our pens will never make different pens. But we'll never make pens any different. **PARKER**

The National Sales Meetings for the U.S. Marketing and Sales teams were held last week in Tarpon Springs, Fla. Covered were the **1983 spring and fall products, programs and promotions** that will be provided to retail and specialty products account managers from each region in the U.S. A special issue of **Shoptalker**, with an overview of the programs and promotions, is being prepared for release at a later date.

The appointment of **JAMES R. PETERSON** to President and Chief Executive Officer of the company was mentioned in an article appearing in the **January 17 issue of U.S. News and World Report** as "typical of last year's crop of top-level appointments -- and the reasons they were made." The January 1, 1982, appointment was used as an example of a trend in business which shows that executives with strong operational and marketing experiences are in higher demand than executives with legal or financial backgrounds during recessionary periods. Mr. Peterson was Executive Vice President of R.J. Reynolds Industries from 1976 to 1982. He was associated with the Pillsbury Company from 1952 to 1976, rising from marketing and marketing research assignments to the post of president. The article quoted Board Chairman **GEORGE PARKER** who said the company selected Mr. Peterson because of his strong general management background as well as his consumer-products marketing skills.

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for  
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January 31, 1983

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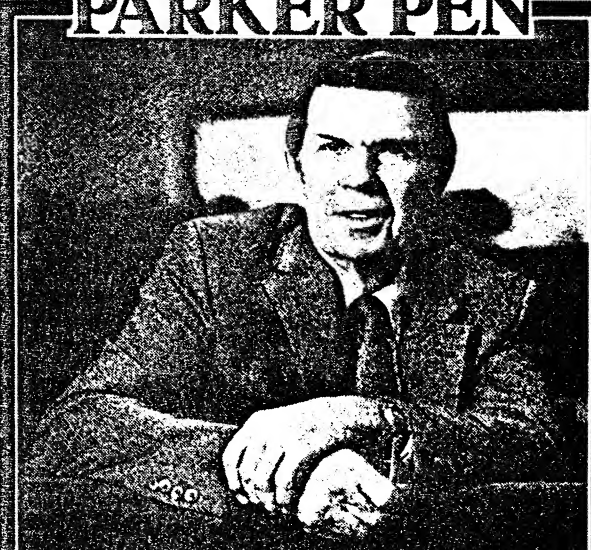
**WRITING INSTRUMENT GROUP PRESIDENT MANVILLE D. SMITH** has invited operations' managers from throughout the worldwide group organization to the first World Management Meeting that will be held this Wednesday, Thursday and Friday. The principal objectives of the meeting are to review plans and budgets for the Group's operations during Fiscal Year 1984 and to acquaint each other with specific Area and Regional programs designed to increase sales and earnings for the entire Group. About 50 of the Group's top management will participate in the meetings at the One Parker Place World Headquarters of the Group.

**A regular meeting of the Board of Directors** was held last week and company president **JAMES R. PETERSON** reported on nine months sales and earnings and prospects for the forthcoming year. Also reviewed were the \$25 million medium-term loan (announced January 14) and progress of the restructuring of the Writing Instrument Group – specifically, the results of the “window plan” for early retirement and plans for consolidating manufacturing at Arrow Park and at the Newhaven plant in England. Also reviewed was the plan to recentralize the Research and Development function from locations around the world to the newly-constructed facilities in the former cafeteria building at Arrow Park. The next regular Board meeting is scheduled for March 9.

**The Writing Instrument Group's Worldwide Research and Development Department's remodeling and relocation efforts** have been successfully completed at the Arrow Park Cafeteria and over 50 personnel occupied the new office the week of December 22, 1982. The centralized location will provide for more effective concentration of resources for product development functions, according to **BERT DYBLE** (Executive Director, Research and Development and Group Quality Assurance).

**CORPORATE INSURANCE MANAGER JACK BIDDICK** has been featured in a series of advertisements sponsored by the **Wausau Insurance Companies** and run in various editions of **The Wall Street Journal**. The first insertion ran the week of January 24 and, as the photo at right shows, highlights Mr. Biddick as a representative of Parker's Insurance Department. The objective of the ad series is to feature the satisfaction of happy industrial customers of Employers' Insurance of Wausau to help generate greater confidence in – and more business for – the Wausau Companies. Mr. Biddick has been informed that the ad is scheduled to reappear a second time in March or April.

**PARKER PEN**



“With Wausau's help, we've developed an effective loss-control program that has saved us a considerable amount of dollars.”

Jack Biddick  
Corporate Insurance Manager  
The Parker Pen Company

**WAUSAU WORKS.**



PARKER  
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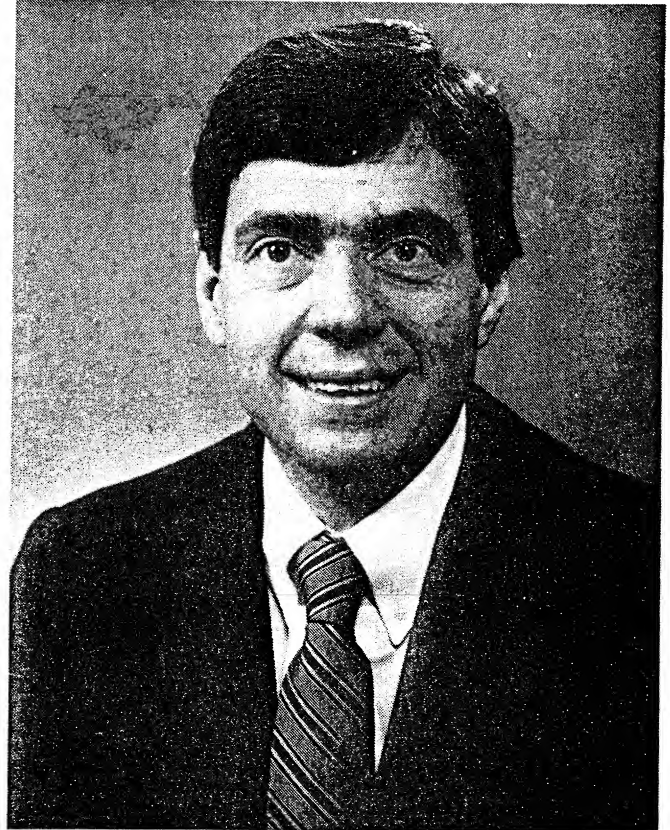
# SHOPTALKER

for  
Parker Pen  
Employees

February 7, 1983

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**WILLIAM E. CHANDLER** has been appointed Senior Vice President-Finance, reporting to **JAMES R. PETERSON** (President and Chief Executive Officer). As the chief financial officer, he will have the responsibility for all corporate financial functions. Mr. Chandler most recently served with the General Electric Company, rising through various key financial positions to his most recent assignment as manager-finance, Lamp Products Division of the Lighting Products Group in Cleveland, Ohio. He also has extensive experience dealing with international operations. Mr. Chandler is a business administration graduate of the University of Florida in Gainesville, and also attended the law school there.



*William E. Chandler, Senior Vice President-Finance, joined Parker, effective 1 February.*

A slide of Parker's first Jotter ball pen has been incorporated as the first part of a five-section permanent exhibit titled, "Technology: Change or Choice" which is one of a number of special observances planned for the Chicago Museum of Science and Industry's 50th Anniversary which began January 27. The on-going slide presentation which is located in the Time Museum section of the Museum, features the major technological and social changes that occurred during the years 1930-1980. The slide that features Parker's Jotter ball pen is preceded by a slide with the headline "Ball Point Pen Patented — Writing Made Easier." Parker is credited for use of the slide in the show.

To raise consumer awareness of the continuing need for legible handwriting — and the need for writing instruments — the **Writing Instrument Manufacturers Association (WIMA)** has recently announced a search for the "Ten Worst Scrawler Groups" in the U.S. WIMA is seeking nominations from the public for examples of occupational groups, such as doctors, lawyers, etc., to be categorized on a list of illegible handwriters from which it hopes to get some "fun" publicity in the press and on TV and radio. This event was staged as part of the sixth annual National Handwriting Day (January 23), which was initiated by WIMA as a public relations program in support of legible writing and writing instruments. The contest will run through March 9. Got any candidates? Send the name of the culprit group to WIMA, 1625 Eye Street, N.W., Washington, D. C. 20006.

**PHYLLIS S. SAEVRE** (Assistant Corporate Secretary) passed a written examination administered by the Internal Revenue Service which qualified her to become an enrolled agent eligible to practice before the Internal Revenue Service.

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February 14, 1983

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The 1983 Spring Trade Advertising Program which is designed to raise awareness of Parker's promotion with AT&T among the various dealers who buy Parker products has been developed and announced by U.S. National Marketing. Shown on the right, the ad was created to capture these buyers' interest during the Mother's Day, Father's Day and graduation sell-in period, according to C. EDWARD LITTLE (Manager, National Marketing Services). The ad features the Parker "Stay in Touch" offer which provides a certificate good for \$2 to \$10 against long distance calls and other charges with every Parker Classic or set the customer buys. The ad has appeared in a number of the following publications since the first week of February and will run through the last week of March: **Catalog Showroom Business, Discount Store News, Chain Store Age, Drug Store News, Office Products Dealer, Geysers Dealer Topics, Gift Accessories, and College Store Executive.**

**Recent hires in the Writing Instrument Group Manufacturing Area have been announced. THOMAS M. WEIER** has been appointed Quality Engineer, reporting to **CHARLES NEKOLA** (Manager, Quality Engineering). He was previously a quality analyst for the Sundstrand Corp. in LaSalle, Ill. He received an associate degree in business administration in 1976 from Illinois Valley Community College in Ogelsby, Ill. and is presently pursuing a bachelor's degree in business administration from Illinois State University in Normal, Ill. **WILLIAM BROWN** has been hired as an Industrial Engineer, reporting to **GORDON ERICKSON** (Manager, Industrial Engineering). Mr. Brown was previously with Rexnord, Inc., as an industrial engineer in Milwaukee. He graduated from the University of Wisconsin-Stout campus in 1977 with a bachelor's degree in industrial technology.

Parker presents the bell  
that'll make your register ring.



We call it the Parker "Stay-in-Touch" offer. A promotion so special, people will be talking about it from coast to coast.



Through April, May, and June your customers will get a certificate good for \$2 to \$10 in phone calls from Bell Telephone with every Parker Classic they buy. Making the Classic an even better gift giving idea for Mother's Day, Father's Day or graduation.

To help assure your success, we'll be reaching over 66,000,000 people with national magazine advertising.

There's also a substantial co-op advertising program just for you.

See your Parker Account Manager for all the details. But do it soon.

Between Bell Telephone and Parker, the "Stay-in-Touch" offer could well become a classic in itself. **PARKER**

Parker was frequently referred to in an article in *Diversion Magazine*, a monthly publication with a circulation of 185,000 for doctors and others in the medical services field. The article titled, "Collecting," by William Walden, explains the reasons for collecting antique writing instruments and lists different kinds and their values. Part of the article states, "Large pens have always been equated with prestige. The Parker Black Giant commands premium prices (\$950) even though only a basketball player could hold them comfortably. Another large old classic pen in steady demand is the Big Red. Original Big Reds in good condition bring between \$65 and \$150." The Parker Black Giant Lucky Curve was offered to the consumer in 1914 and the original Dufold, called Big Red, was introduced in 1921 and became one of the all-time best sellers in Parker history.

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February 21, 1983

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A number of price reductions on Classic and Jotter merchandise have been announced for the U.S. Market in 1983, according to PETER KIBBLE (Vice President and Area Manager, North American and Asia/Pacific Area). These price cuts of up to 33.8 percent "are the result of reduced manufacturing costs and a more competitive marketing policy," he said. Mention of the price reductions was made in the Tuesday, February 15, issue of **The New York Times**. The new and former suggested retail prices are shown at right.

Manpower, Inc. was mentioned in an article on the current status and future of the temporary-help industry in the February 11 issue of **The New York Times**. The article analyzed how the stocks of the major publicly-held, temporary-help companies have fared in the face of the recession and high rates of unemployment. The article quoted Judith M. Vale of Ingalls & Snyder, a brokerage firm, "These stocks charged ahead because of investor expectations. Typically, in past business cycles, profits

of temporary-help companies showed improvements before the rest of the economy." Manpower, Inc., was cited as the world's largest provider of temporary help services, having offices in 31 countries, "making it a particularly strong factor in overseas operations." The market price of Parker's common shares jumped 1 1/4 points on the New York Stock Exchange the day that the article appeared.

STEVE PAULSON and JEFFREY A. ROSS have been hired as Production Managers in U.S. Manufacturing. Mr. Paulson works in the Plating Department, reporting to CHARLENE HENTHORN (General Production Manager, Metals). He was previously a plating foreman with National Lock Co. in Rockford, Ill., and graduated with a bachelor's degree from Northern Illinois University in 1971. Mr. Ross works in the Refill Department, reporting to JOHN ITTNER (General Production Manager-Refills). He was previously an industrial engineer with Kohler Co. in Kohler, Wis., and graduated with a bachelor's degree in industrial engineering from the University of Wisconsin-Platteville in 1979.

## PEOPLE TALK

FLORENCE CARROLL (Scheduling Clerk-Planning & Control) retired effective February 9 following 41 years' employment. Congratulations, Florence.

### Classic and Jotter Merchandise Price Reductions -- 1983

	1983 Retail	1982 Retail
<b>Classic 18K Gold Electroplate</b>		
Ball Pen	\$22.50	\$25.00
.5mm. Mechanical Pencil	22.50	25.00
Ball Pen and Pencil Set	45.00	50.00
<b>Classic Matte Black with Gold Trim</b>		
Ball Pen	\$12.50	\$15.00
.5mm. Mechanical Pencil	12.50	15.00
Ball Pen and Pencil Set	25.00	30.00
<b>Classic Stainless</b>		
Ball Pen	\$ 7.50	\$ 9.00
.5mm. Mechanical Pencil	7.50	9.00
Ball Pen and Pencil Set	15.00	18.00
<b>Jotter Stainless Steel</b>		
Fountain Pen	\$10.00	\$12.50
Ball Pen	4.98	6.00
.5mm. Mechanical Pencil	5.98	6.00
Ball Pen and Pencil Set	9.98	12.00
<b>Jotter Stainless and Plastic</b>		
Fountain Pen	\$ 7.50	\$ 8.75
Ball Pen	2.98	4.50
.5mm. Mechanical Pencil	3.98	4.50
Ball Pen and Pencil Set	5.98	9.00

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March 1, 1983

for  
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**MANVILLE D. SMITH** (President) announced the appointments of **GLORIA BARRAGAN**, **GABRIEL GONZALES** and **JOAQUIN B. ZUNIGA** at the Writing Instrument Group World Management Meeting which was held at corporate headquarters in Janesville from Feb. 2-4. Ms. Barragan was appointed Controller, Latin American Area, reporting to **ROBERT H. BARNSELY** (Group Controller). Ms. Barragan was previously the administrative and financial manager for Sidelan South America in Bogota, Colombia. She graduated with a bachelor's degree in economics from the University of Jorge Tadeo Lozano, in Bogota in 1976. Mr. Gonzales was appointed Area Director, South America, reporting to Mr. Smith. He was previously managing director of 3M Ecuador. He graduated with a bachelor's degree in chemical engineering in 1968 from the University of Costa Rica. Joaquin B. Zuniga was appointed Area Director, Central America/Caribbean, reporting to Mr. Smith. Mr. Zuniga was previously the managing director of 3M-Peru. He graduated with a bachelor's degree in business administration from the University of Costa Rica in 1973 and achieved another degree in industrial engineering from the same university in 1974.

**MIGUEL MENDEZ** has been hired as an Account Manager for the Miami territory reporting to **MICHEL CANFIELD** (Southern Regional Manager). Mr. Mendez (no relation to namesake in Internal Audit Dept.) was previously a general manager for Miami Explosion, Inc., in Miami, Fla., and a commercial sales representative for the Gillette Co., Paper Mate Division, in Boston, Mass.

The company announced the extension of its plan to repurchase its common shares on February 22. The plan, originally announced on February 4, 1982, authorized the company to repurchase up to one million shares over a one year period. During that period, 285,815 shares were repurchased. Under the extension, effective from February 22, 1983, to a year from that date, the company will be authorized to purchase up to 714,185 of its common shares. **JAMES R. PETERSON** (Chief Executive Officer and President) explained that the purchased shares will be used for general corporate purposes.

The Parker Service Department received a congratulatory letter from customer Christiana Dugopolski pertaining to the service her Parker 75 Fountain Pen underwent. She wrote, "The pen was not only repaired but cleaned and polished. I wish to thank you for your excellent service. It was more than I expected. Also, my pen was returned very quickly. Most people remark that they'd never pay 'that much' for a pen, but I'd like you to know that **I consider yours a first class company and don't ever hesitate to say so.** I really appreciate your quick service, and again, thank you very much."

Recent elections of members to the executive board of the Janesville-based Sinnissippi Council, Boy Scouts of America, **included three Parker Pen employees.** **JAMES R. PETERSON** (Chief Executive Officer and President) was newly elected to the board. Both **ROBERT E. COLLINS** (Vice President-General Counsel and Secretary) and **HOWARD MEDROW** (Payroll and Accounting Data Supervisor) were re-elected to the board. The council serves 1,800 adult volunteers and 4,500 youth members in Rock, Walworth, and Jefferson counties in Wisconsin and the northern parts of Winnebago and Boone counties in Illinois.

## PEOPLE TALK

**JOSEPH D. REILLY** (Toolroom) marks his 25th year with the company on March 5.



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March 8, 1983

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**HANS STARITZBICHLER** has been named General Manager of Parker Pen Germany, which is located in Baden-Baden. Mr. Staritzbichler was previously the European Manager for Olympia Werke AG in Wilhelmshaven, West Germany. He also worked for Rank Xerox for 10 years, where his last position was as national sales manager in Zurich. He attended the Technical University in Vienna from 1963-65.



*Hans Staritzbichler, General Manager,  
Parker Pen Germany*

Shown in the lower right is the **compact display unit that features the Jotter 0.5mm mechanical pencils** that are available from Parker to U.S. dealers effective January 1983. The unit occupies less than 10 inches of counter or showcase space and has a pilfer-resistant clear cover that is secured on the back. The display art explains that Parker's fine-line professional pencil feeds 14 inches of 0.5mm strong, break-resistant HB polymer lead. Jotter pencils are available in four barrel colors or stainless steel. Prices are \$3.98 for the plastic models and \$5.98 for the stainless steel. Displays are shipped with 12 Jotter 0.5mm pencils, 12 Stainless Jotter pencils, 12 lead refills with erasers and 12 erasers.

A letter from customer Thomas V. Lysaght, Ph.D., to the Parker Service Department read, "Thank you very much for your recent servicing of my two Parker 180's; your always prompt, courteous and free service continues to solidify my loyalty as a customer."

Kudos were recently received from Gwen and Charlie Beduar from Houston, Texas, on Parker's four-part series film "Alphabet: The Story of Writing." The couple wrote, "We were privileged to see one of your company-sponsored programs on January 4, 1983, on the local Public Broadcast Service Network, Channel 18. Our compliments to this choice because subject matter was well planned and presented in a conscious way. Excellent management programming for public viewing."



*The Parker Jotter .5mm Pencil Display*

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Employees

March 18, 1983

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**Janesville-based employees were informed on Wednesday, March 16, of a major modernization program** that is under consideration for Arrow Park, via a bulletin announcement from **MANVILLE D. SMITH** (President, Writing Instrument Group). The bulletin read, "The Writing Instrument Group has experienced very significant losses this last fiscal year in its Arrow Park manufacturing operation. This is an unacceptable situation that requires immediate and decisive corrective action. The Board of Directors of The Parker Pen Company in its March 9 meeting has expressed its willingness to support an aggressive capital investment program to modernize Arrow Park and to bring it to a state-of-the-art manufacturing technology position. This support is conditional on the Writing Instrument Group Management and Manufacturing Management being able to ascertain and demonstrate that the capital equipment investment commitment would be matched by the required modernization of management practices and working rules. If all these factors can be balanced to provide a viable manufacturing operation in Janesville, Arrow Park will continue to function."

**The new European Distribution Centre (EDC) began operations on March 1.** The EDC is strategically located in Newhaven, next to the European Area Headquarters and Europe's largest manufacturing operations. The EDC will improve product movement to marketing locations throughout the continent, strengthen internal operating efficiency and attain high levels of customer satisfaction. This improved control will allow a reduction of the total product inventory for Europe.

**The 1st European Marketing Council Meeting was held in Newhaven on March 2-4.** Thirty-eight Parker executives and distributors from 13 countries attended the meetings. **MANVILLE D. SMITH** (President) addressed them with the clear message that the area sales operations must work together and start selling on a coordinated basis. He emphasized there would be open and free exchange of information and ideas between subsidiaries and distributors. Among the three key speakers was Alvin Toffler, the international best selling author of "Future Shock" and "The Third Wave." Mr. Toffler addressed the group on the future of writing and retailing. The event also inaugurated Newhaven as the new European Area Headquarters.

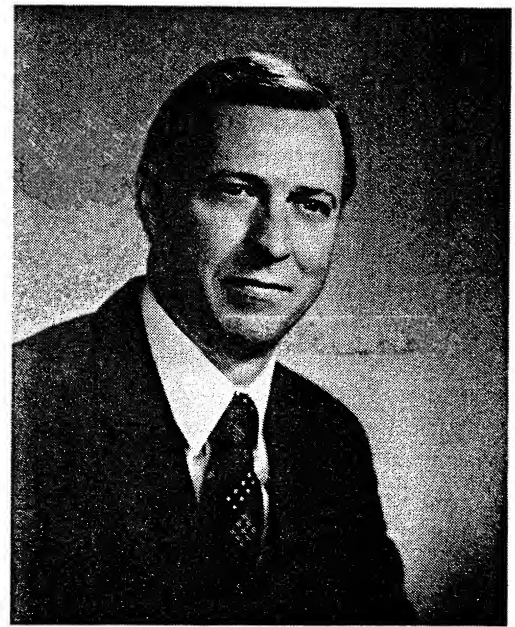
**The Writing Instrument Group announced last week that its worldwide advertising account has been assigned to Ogilvy & Mather, International Inc.** **MANVILLE D. SMITH** (President) said that Ogilvy & Mather has the sole responsibility for developing and placing Parker advertising in the 154 countries where Parker products are sold. This assignment has unprecedented scope in terms of how many countries have been awarded to an agency, according to Henry P. Bernhard, vice chairman of Ogilvy & Mather, U.S. Parker named the agency last summer to handle advertising in the United States and parts of the Far East. The expanded assignment now includes Canada, Europe, the Middle East, Africa, Australia and all of the Far East and South America. Ogilvy & Mather, Chicago, will be responsible for Parker advertising in the United States as well as for worldwide coordination. The worldwide appointment of Ogilvy & Mather will serve to unify the appearance and style of Parker advertising, allow for expanding Parker's advertising budget and permit economies of scale, according to Mr. Smith.

(continued)

**PETER J. BENTLEY** has joined the company as **Corporate Vice President -- Human Resources**. He will report to **JAMES R. PETERSON** (Chief Executive Officer and President) and will be responsible for personnel administration, compensation and benefits programs and management training and development. Before joining Parker, Mr. Bentley was associated with 3M Company, St. Paul, Minn., for 15 years. He served in management capacities in employee relations, industrial relations and human resources with both international and home headquarters assignments. He graduated from the University of Minnesota in 1967 with a bachelor of science degree in business administration.

At the regular meeting of the corporation's Board of Directors March 9, **reviews were conducted of the fiscal year just ended**, plus plans and projects for the coming year. The performance of Arrow Park was included in the review.

The President of Home Savings and Loan Association in Aurora, Ill., Mr. Warren E. Badhert, wrote to Parker's Service Department in regard to the service rendered on an **Arrow 0.5mm Pencil** he sent in for repair. He wrote back, "I want to thank you for the extremely fast and courteous service which I received. **Your entire organization should feel very proud of the quality of your company that was reflected in this service. The pencil, which is one of my favorite writing instruments, is also a reflection of the high quality name that Parker has throughout the business world.**"



*Peter J. Bentley, Corporate Vice President -  
Human Resources*

An article in the February 28 issue of the **New York Times** reported on the trend toward increased attention given in some school systems to improve penmanship. The article offered this example of how severe the problem of poor penmanship has become -- Lillian Vernon, a Mount Vernon, N.Y., mail order gift company, reports that more than 10,000 customer orders a year are illegible, creating the need for a Deciphering Department. Even more astounding are the mail orders that arrive together with an exterior photograph of the customer's house address, with the explanation that since their handwriting is illegible, a picture of their house address should help in sending the order to the right location.

# SHOPTALKER

March 28, 1983

for  
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1157

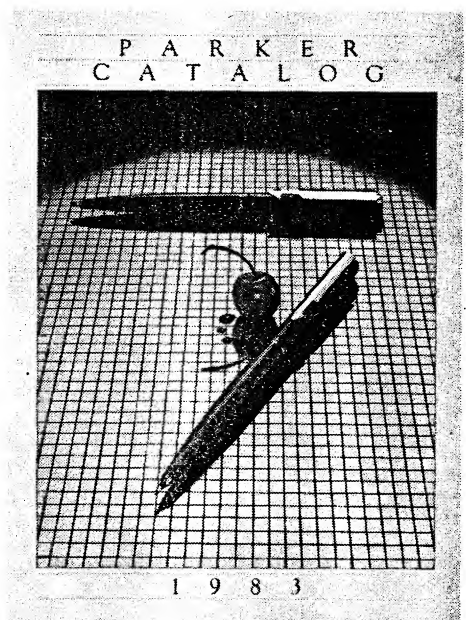
**JAMES R. PETERSON** (President and Chief Executive officer) announced last Thursday that the **company anticipates a loss for the fourth quarter and fiscal year 1983** which ended February 28, 1983. The expected loss is attributed to a combination of weaker than anticipated fourth quarter sales and profits from the Writing Instrument Group, a charge for restructuring recorded in the second quarter applicable to Writing Instrument Group operations and an extraordinarily high tax rate. In a separate action, stockholders of record March 28, 1983, will receive \$.13 per share payable on April 11, 1983, which is the company's 196th consecutive quarterly dividend.

**The 1983 Parker All-Line Catalog for the U.S. Market has been produced** and is being distributed to retailers, wholesalers and consumers who request them, according to **PAULA FALK** (Marketing Materials Manager). Parker's product coreline--the Arrow, Classic, Jotter and Roller Ball, are featured in the 12-page catalog. The cover of the catalog, shown on the right, positions the product as modern and technically advanced. Over 25,000 of the full-color catalogs are anticipated to be used over the next six months to sell Parker products to dealers and customers. **The Specialty Products Division also has produced their 1983 Sales Catalog** for the U.S. Market. The 24-page booklet lists all the products and methods to customize the writing instrument to fit the business situation. Over 50,000 of these catalogs will be used over this next year by Parker's ad specialty distributors. Shown on the lower right is a page from the catalog that features the four Arrow Matte Black writing modes and ways to customize them.

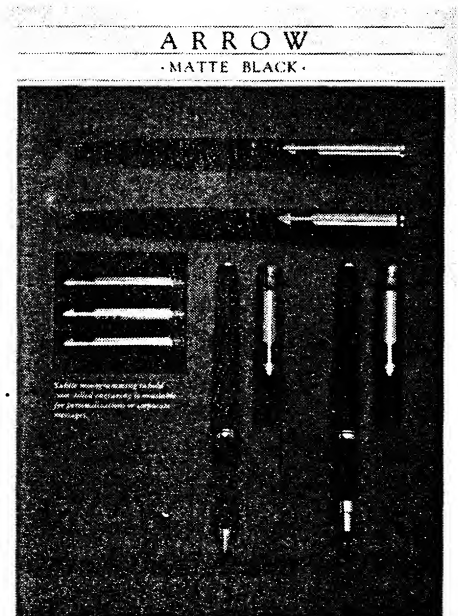
**SEARCH FOR GOOD HANDWRITERS**-- Past issues of Shoptalker have carried stories on the decline of handwriting skills and legibility among many groups of people. As a counterpoint to these stories of poor handwriting, **Shoptalker is searching for Janesville-based Parker employees who have a flair for attractive handwriting**, and would be willing to put their skills to work for the company on an occasional basis. All we're asking for is a sample of your handwriting on paper--a couple of lines would suffice. Send your sample by April 15 to Lauren Schuller, 7th Floor, One Parker Place, along with your name, department, and a telephone number.

## PEOPLE TALK

**HOWARD MEDROW** (Payroll and Accounting Data Supervisor) will retire on March 31 after 36 years with the company. Congratulations Howard.



The 1983 Parker All-Line Retail Catalog



The 1983 Specialty Products Division Sales Catalog

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

April 6, 1983

1158

An agreement was reached between management and the United Rubber Workers Local 633 and the International Association of Machinists Local 1266, on a plan to modernize the Arrow Park manufacturing facility. The plan was developed by the Writing Instrument Group management after a comprehensive study and was previously presented to and approved by the Board of Directors. The approved plan includes provisions for severance pay and benefits for those employees who will not be called back following the plant modernization shutdown which will begin in May and continue for about four months. A union spokesman commented, "Parker is not a run-of-the-mill company by any means ... this is a very fair package for our members." **Manville Smith** (President of the Writing Instrument Group) observed that "management and the union representatives have participated in a responsible and very positive way in the development of this milestone in Parker manufacturing history."

The 1983 Spring Consumer advertising schedule, as developed by Ogilvy and Mather, has been approved for media placement by U.S. National Marketing, according to **C. EDWARD LITTLE** (Manager, National Marketing Services). The major publications in which the AT & T promotional program advertisement will appear are: **TV GUIDE, PEOPLE, READER'S DIGEST, BETTER HOMES and GARDENS, and SPORTS ILLUSTRATED.** The full-color ad will begin to appear in these publications the week of April 11 and run until June 13. The timing and placement of this ad is geared toward capturing consumers' attention during the Mother's Day, Father's Day and graduation gift-purchasing period. The full-color ad (shown at right) features the Parker "Stay-in-Touch" Long Distance Gift Certificate Offer which promotes the Parker Classic Writing instrument line.

Give the only pen that makes your phone ring.

Whether it's a gift for mom, dad or someone's graduation, you're giving something very special when you give a Parker Classic. Especially right now. During the Parker Stay in Touch offer, each Classic pen comes with a certificate worth \$2 to \$10 in long distance phone calls from Bell Telephone. It also comes with all the perfection that 53 quality control checks can insure. And it writes up to five times longer than most ball pens. The Parker Classic Stay in Touch offer. The one gift that gives them a chance to give you something in return.

PARKER

The 1983 U.S. National Spring Consumer Advertisement

**Parker employees recently received accolades from a satisfied customer, Larry G. Brandt, from Waterloo, Iowa.** He wrote, "Again, thank you. I have owned almost every quality pen made in the world. All of them including the Mont Blanc, eventually need repair. **The only quality pens worth owning are Parkers.** Any damage done to my pens has been caused either because I dropped them or someone accustomed to ball points used them. **Every time Parker has come through. Again and again, thank you, employees of Parker, for making and maintaining the best pens in the world.**"

A number of Parker employees have responded to our "search for good handwriters" article and have sent their samples in to Shoptalker. This is just to remind you to send **your samples of handwriting and your name** to Lauren Schuller, 7th Floor, One Parker Place, by April 15 for consideration.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

April 18, 1983

1159

**The Company announced its FY1983 fourth quarter and full year financial report last Friday.** Consolidated net sales (Writing Instruments, Manpower and other) for the fiscal year which ended February 28 were \$635.3 million, with a loss of \$13.6 million, or \$.80 per share. A year ago, Parker reported sales of \$679.4 million and profits of \$15.7 million, or \$.92 per share. For the fourth quarter, sales were \$150.8 million compared with \$155 million last year; earnings had a loss of \$9.8 million compared with last year's gain of \$.4 million, and a per share loss of \$.58 compared with earnings of \$.02 per share last year.

The principal reasons given for the fiscal year loss were a decline in writing instrument sales, restructuring of its Writing Instrument Group, a major modernization program and an extraordinarily high tax. Sales and profits were also affected by foreign currency exchange rates. **JAMES R. PETERSON** (Chief Executive Officer and President) stated, "While this was obviously a difficult year for the Company, we took many corrective actions and made a number of investment decisions that give us confidence that we will see material improvement in profitability this year and begin our return to previous growth trends."

**The 50th Anniversary of the appointment of Parker distributor Halim Hanna & Company in Beirut** was marked by the presentation of a gift from **MANVILLE D. SMITH** (President Writing Instrument Group) to Mr. Dimitri Hanna, President of the Lebanese Company. The actual anniversary date was in 1982, but the presentation was done this year during Mr. Hanna's visit to Newhaven. The gift, a silver plate with a congratulatory message inscribed, was presented to Mr. Hanna by Mr. Smith.

**SHERRY L. KIRCHER** has been promoted to Payroll Supervisor, reporting to **SHANE DOLOHANTY** (Manager, Accounting Services). She was previously Operations Coordinator for the the Management Information Services Department, and started with Parker in 1978 as a Payroll Processor. Ms. Kircher graduated with a bachelor's degree in home economics in business from the University of Wisconsin - Stevens Point in 1973.

**EUGENE G. ROHLMAN** (Manager, Public Relations) will be presented a national Gold Quill award in May for his work in coordinating a study on international business gift protocol designed to raise awareness of Parker's writing instruments. The Gold Quill of the International Association of Business Communicators is an annual competition to select superior achievement in organizational communications from more than 3,500 entries. Also named on the award is **IAN KERR**, of Press Relations Services, Greenwich, Conn., who assisted Parker in the successful brand-name promotional program which was conducted in 1981-82.

## PEOPLE TALK

**LEROY W. OSMOND** (Metals) marks his 40th year with Parker on April 21.

PARKER  
PEN

# SHOPTALKER

April 26, 1983

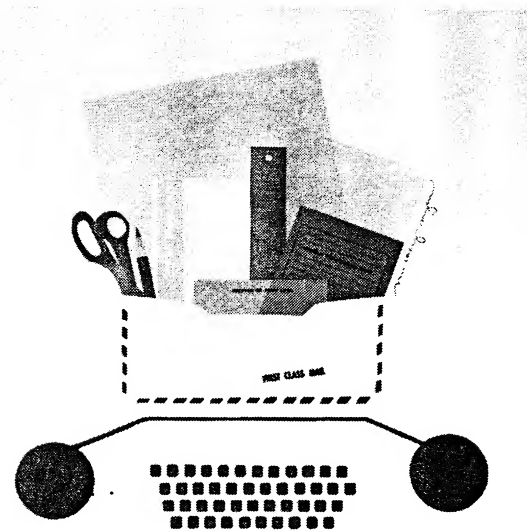
for  
Parker Pen  
Employees

1160

**PARKER AND TEXAS INSTRUMENTS ARE LINKED IN A 1983 BACK-TO-SCHOOL PROMOTIONAL program which was initiated by Parker and is being sold to dealers and wholesalers during April, May and June.** Titled the "Parker Top of the Class" sweepstakes, Parker is offering Texas Instruments home computers and student math calculators -- totaling more than 2,500 prizes -- in a sweepstakes draw. The sweepstakes display (shown on the right) is designed to carry any of these assortments: Jotter ball pens, Jotter sets, Roller Ball pens, Jotter 0.5mm pencils and mixed assortments of these writing instruments. The Ball Pen and Pencil Sets are priced at \$5.98 -- a 14 percent savings compared with the price of the units purchased separately. Point-of-purchase support material for this promotion includes: a window banner, on-counter displays, a floorstand display on which to place displays, and a peg merchandiser device which holds Jotters and entry blanks. Each writing instrument purchaser can receive a free copy of **Personal Computing** magazine when they send a coupon attached to each package in to the publication.



**Manpower, Inc., commissioned nationally recognized artist Mickey Myers to design a commemorative poster for Professional Secretaries Week this week.** The poster is entitled, "Secretarial Study," and is the Boston artist's perception of the secretary's environment. The posters were distributed to Manpower franchises and branches who, in turn, distributed them to selected customers. Manpower also distributed the posters to over 5,000 media contacts in the United States for publicity purposes. Manpower honors its top temporary secretaries every year in a different way. **Last year, Parker Classic Laque ball pens were given to the Manpower branch and franchise "Secretaries of the Year."** The criteria for this honor is that the secretary voted for should have secretary skills and duties, have worked a minimum of 400 hours, have received an excellent quality performance rating, have received a Tiffany award, have had three assignments with Manpower, be currently on or available for an assignment, have been requested for a repeat assignment with a customer and can assume responsibilities. The commemorative poster is shown on the right.



**Professional Secretaries Week  
April 24 - 30, 1983**

"Secretarial Study," an original screen print designed by Mickey Myers for Manpower Temporary Services.

**Notice: Tours of Arrow Park have been indefinitely suspended.**

PARKER  
PEN

# SHOPTALKER

May 3, 1983

for  
Parker Pen  
Employees

1161

A regular meeting of the Board of Directors was held Wednesday, April 27. Items discussed included the Arrow Park modernization schedule, and the auditor's report on the fiscal year just ended. As is customary this time of year, the company's outside auditors report their findings, which in turn are presented to the Board, and the results published in the company's Annual Report. On May 6, the Annual Report is scheduled to be mailed to all stockholders.

The next meeting of the Board will be June 8, the same day as the Annual Stockholders' Meeting. This year that meeting will be held at the corporate headquarters building rather than Arrow Park.

Two brief spots showing assembly work at Arrow Park were included in "Compare Wisconsin," a 25-minute videotape/film which examines the factors that are important to a business location decision. The film also describes the education system, government, recreational opportunities and people in the state. Approximately 40 Wisconsin companies were included in this film which will be shown on WMTV/Channel 15-Madison on Sunday, May 8 at 11:30 p.m. The film was sponsored by the Wisconsin Telephone Company and is available on free loan from Wisconsin Telephone to interested businesses, school groups and civic organizations. Anyone interested in renting the film can call 1-800-242-8767.

A letter with an unusual photo was recently sent to the company from Mrs. Amanda Frie from Cochrane, Wis., regarding a personal experience she had with Parker when just three years old. She participated in a window display that featured an "Efficiency Week" sales promotion of Parker Pens at a local jewelry store in Arcadia, Wis. The picture (shown below) was taken in 1910 and shows life-size Parker Lucky Curve Pens. Mrs. Frie wrote, "Just goes to show how long Parker Pens have been spreading ink."

## PEOPLE TALK

**DOLORES DILLEY** (Personnel Assistant) was elected 1983 Secretary of the Year by the SWANI Chapter of Professional Secretaries International. The award is presented annually to a SWANI Chapter member based on a point system for active participation in the organization and continued education.





PARKER  
PEN

# SHOPTALKER

May 9, 1983

for  
Parker Pen  
Employees

1162

The Parker and Texas Instrument 1983 Back-To-School Promotional Program developed by U.S. National Marketing is being advertised to dealers and wholesalers via the advertisement on the right. The ad will run through April and May in the following publications: Catalog Showroom Business, Discount Store News, Chain Store Age, Non-Foods Merchandising, College Store Executive, and Geyer's Dealer Topics.

The Wholesale Stationers' Association 1983 Executive Conference was held April 17-21 in California and was attended by over 660 key wholesale and manufacturing executives in the stationers' industry -- the conference's largest national convention. The Parker Pen Company was represented by **JOSEPH TEMPLET** (Director, National Sales) and **BUD CANFIELD** (Wholesale Sales Manager.) The convention is held to generate communication between key executives of the wholesale industry and the manufacturer. "This year the meetings were much more profitable and productive for Parker because the Wholesale Stationery Association generally accepted our product and program changes of the past nine months," said Mr. Templett. At the meeting, **Alvin Toffler**, renown author of **Future Shock** and **The Third Wave**, presented a keynote speech which included several references to his recent trip to England to speak to Parker executives. Mr. Toffler referred to the sophistication of Parker's product development to adapt and compete in today's futuristic society.

## Parker presents 2500 chances to increase your back-to-school pen sales.



It's the Parker Top of the Class Sweepstakes. For prizes, it offers what all of America has a passion to own. Something a child can really learn from. A home computer. And not just any brand Texas Instruments. A name millions of dollars in advertising and Bill Cosby are making more famous by the millisecond.

To assure your success, we'll be reaching your customers with full color ads in national magazines and ads in campus newspapers aimed at the huge college market. There's also a substantial co-op ad program.

For displays, we have whatever you need. Stocked with our best selling Parker Jotter ball pen, our remarkable new Parker Roller Ball, or our 5mm pencil.

See your Parker Account Manager or Wholesaler for all the details. Chances are, with over 500 computers to win, this could be one of the biggest back-to-school traffic builders you've ever had.

**PARKER**

To enter the Parker Top of the Class Sweepstakes, see purchase expressions. Sweepstakes prohibited. Offer valid by receipt of purchase until 5/31/83. © 1983 Parker Pen Company

The Parker Roller Ball pen has elicited feedback from customers. Mr. George K. Cassidy of Malverne, N.Y. wrote one such letter to Parker saying, "I don't usually write letters to companies about their products, but this time I must make an exception. I just wanted to let you know that your new 'Parker Roller Ball' pen is the best one of its kind on the market. I should know because I've bought and used almost all of them (Bic, Pentel, etc.). Thank you for another great product."

**ROGER AXTELL** (Vice President-Public Affairs) was appointed by **WISCONSIN GOVERNOR ANTHONY S. EARL** to serve on the Governor's Advisory Committee on International Trade. The Committee will serve the Department of Development and the Department of Agriculture, Trade and Consumer Protection, to advise Governor Earl on the state's role in all matters concerning development of international trade; and the impact of national trade policies on Wisconsin business.

PARKER  
PEN

# SHOPTALKER

May 16, 1983

for  
Parker Pen  
Employees

1163

**Parker Pen won a number of regional awards for print advertisements in Consumer Magazines and Newspapers at the annual awards ceremony of the American Advertising Federation in Chicago on April 15.** The advertisements, created by Ogilvy & Mather for U.S. Marketing, competed against 300 other entries in the district which encompasses the Midwest area. In the full pages, color, consumer magazine category, the Performance Campaign ran last Christmas won the first-place gold award. Parker also won merit awards for ads in the consumer magazine, spreads and multiple pages color campaign category as well as the newspapers, local, less than half-page black and white category. Judging was conducted by five advertising experts.

The Accounting Services Operations and Management Information Systems are now reporting to **ROBERT BARNESLEY** (Controller, Writing Instrument Group). The personnel responsible for corporate consolidation within the Accounting Services Operations now report to **WILLIAM CHANDLER** (Senior Vice President-Finance). This announcement was made by **JAMES R. PETERSON** (President and Chief Executive Officer) and **MANVILLE D. SMITH** (President, Writing Instrument Group).

**The 1983 Annual Report has been issued**, and those Parker Pen employees who have not received a copy as a stockholder or participant in the Parker Thrift Plan or Stock Purchase Plan can obtain one from Lois Puerner, Ext. 7105, in the Public Affairs Department.

A story indicating the strength of Parker brand awareness in far reaches of the world was recently stated in a letter to **AL DIOTTE** (Executive Vice President-Administration) from **CAROLE COFFEY** (Vice President, Retail Travel Operation For Travelpower). She related this story: "I just recently spent a week in Kenya, East Africa, spending the majority of time pretending to be more than an amateur photographer. However, there occasionally were times while on the road that we stopped for a little shopping and chatter with the natives. One day we stopped in the remote area of the Masai Marn located in the Kenyan Serengeti. The local people literally bombarded us with their wares in exchange for a doll. I volunteered a ball point pen in exchange for a doll. The young man checked out the pen and indignantly returned it to me and said, 'It is not a Parker Pen.' Needless to say, I was speechless at the time, but the more I thought about it, it was perfectly logical. I'm sure you agree. The moral of the story is to never leave home without a Parker Pen."

**The Parker-sponsored, four-part film, "Alphabet: The Story of Writing," will be shown on The Wisconsin Educational Television Network** which includes Madison Channel 21 and five other affiliate stations across the state on consecutive Thursdays at 6 p.m. starting June 2.

**A real Parker aficionado wrote to the company** the other day with these encouraging words, "I have been using your fine products for more than twenty years and I thought I'd drop a line and let you know that. **Incidentally, I own 23 Parker Pens!** I've always been partial to your pens because of my middle name and once wrote an entire five-year diary from 1963 to 1968 (approximately 37,000 words) in longhand with a Parker T-Ball Jotter using just one filler. I've been wanting to tell you that fifteen years. Thank you for your products and your time. P.S. I still have that pen and that filler, and, of course, that diary," Mr. Joel Parker Antrim, Jr., from San Francisco.

PARKER  
PEN  
**SHOPTALKER**

May 25, 1983

for  
Parker Pen  
Employees

1164

**PRESIDENT AND CEO JAMES R. PETERSON** was a featured speaker before the international annual meeting of the **Financial Analysts Federation** in Toronto, Canada, on May 17. He was invited to speak on corporate acquisition strategies. Mr. Peterson's presentation focused on why Parker put its acquisition plans on hold in 1982 in order to reinvest corporate funds in the basic businesses of writing instruments and temporary services. Mr. Peterson reported to the 600 financial analysts that Parker's two major operating units **"turned in a profit in March and April and should exceed last year's earnings per share figure for the first quarter."** He noted that "the need to improve the corporate management team and restructure the Writing Instrument Group was recognized. He reported that: (1) The Group's breakeven point was dropped over 25 percent last year and will be significantly reduced again this year, and (2) The Writing Instrument Group's worldwide headcount has dropped from 4,200 to 2,800." Mr. Peterson also stated that the positive trend seen in the performance of Manpower during the fourth quarter of Fiscal Year 1983 continues during the first quarter of Fiscal Year 1984.

**Mr. Peterson's speech to the analysts was featured in the Thursday, May 19, issue of the New York Times, business section.** Headlined "A Confidence at Parker Pen," the column by Robert J. Cole reported on the stock market interest in Parker following recent favorable earnings projections and a strong buy recommendation from Paine Webber Mitchell and Hutchins. The reasons for the stock advance were examined by Paine Webber analyst Gerald S. May. "It's a turnaround situation," he said. Also quoted was Steve Keane of Robert W. Baird & Co. noting that Mr. Peterson had done a "great job" in his 18 months at Parker's helm. He projected that Manpower would grow sharply with the economic upturn. However, Mr. Keane cautioned that foreign currency is a concern to Parker because when the dollar is strong, it has a negative impact on the company.

**Parker Arrow products recently received free advertising in two large circulation magazines via two full-page color advertisements.** The Arrow 12K Gold Roller Ball Pen was featured next to a letter from Stanley Marcus, retail director of the Herald Center and Chairman Emeritus of Neiman-Marcus, in a *New York Magazine* ad for the Herald Center, a shopping center in New York City. An Arrow 12K Gold Fountain Pen was positioned as a prop across a calendar diary in a *New York Times Magazine* for the Hilton International Europe Hotel Chain, as shown on the right.

#### PEOPLE TALK

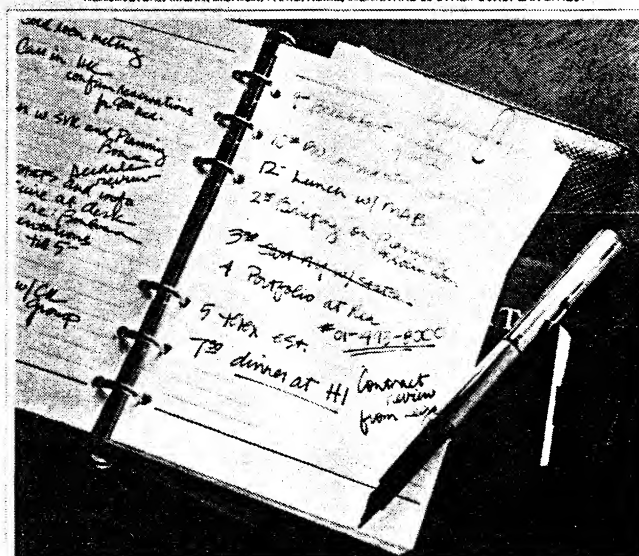
**GEROME P. FLYNN** (Manufacturing/Toolroom) marks his 35th year with Parker on June 1.

#### HILTON INTERNATIONAL EUROPE

Hard work. You have a quota to fill. A project to complete. An agreement to hammer out. Not to mention jet lag, a language barrier and an impossible deadline. We can help. We'll give you a room with everything you need, including quiet. Back you with a full range of business services, reasonable long distance

and telex charges and fair currency exchange rates. Offer you an attractive choice of places to dine or entertain. And provide you with an address any business would envy. Next time business takes you to Europe, put us on your agenda. For reservations call your travel agent or Hilton Reservation Service.

AMSTERDAM, ATHENS, BRUSSELS, DÜSSELDORF, GENEVA, ISTANBUL, LONDON (PARK LANE AND KENSINGTON), MILAN, MUNICH, PARIS, ROME, VIENNA AND 11 OTHER EUROPEAN CITIES.



WHERE THE WORLD IS AT HOME

PARKER  
PEN

# SHOPTALKER

June 13, 1983

for  
Parker Pen  
Employees

1165

"When Arrow Park reopens in September, we believe it will be the world's most efficient, lowest cost writing instrument manufacturing center. Current management expects it to remain as such for the balance of our working careers," **GEORGE PARKER** (Chairman) said to shareholders at the 1983 Annual Stockholders Meeting held Wednesday, June 8 at One Parker Place. Consolidated sales in March and April were up in comparison to the previous year for the first time since April of 1981. **JAMES R. PETERSON** (President and Chief Executive Officer) said, "This is solid evidence of the turnaround in our business and I am very pleased to say that **both Manpower and the Writing Instrument Group produced profits in the first quarter.** We expect first quarter profits to exceed the first quarter results of last year."

A number of factors contributed to the turnaround -- among them, the reduction of production or assembly plants from 18 to 10 along with a reduction of the worldwide staff. The renovation of Arrow Park has entailed a number of changes which were outlined in an article in the June 8 issue of the **Janesville Gazette**. **DON DRAHEIM** (General Production Director) noted that the Arrow Park work force will include about 350 people when the project is completed this fall. A total of 244 are working now, either on the project or on the limited production.

It was also reported at the meeting that in the last 12 months, "the Writing Instrument Group breakeven has been reduced by 35 percent, and unit sales of writing instruments on a twelve-month, moving total basis turned positive in December and were 8.8 percent ahead of the previous 12 months on April 30, 1983. Mr. Peterson also announced the introduction this September of a new luxury line of writing instruments selling for \$100 and above. **MITCHELL FROMSTEIN** (President, Manpower) **addressed stockholders on what has been termed a "breakthrough" program to assist Manpower employees in self-training** to operate word processing equipment. Mr. Fromstein termed this a "breakthrough in technique and not technology."

The Parker Fund of the Janesville Foundation, Inc., which is endowed primarily by gifts from The Parker Pen Company, **offered \$50,000 to Governor Anthony Earl and the State of Wisconsin** on Thursday, June 2, to help fund an attitudinal study to determine the perception of Wisconsin for business investment by business people. **GEORGE PARKER** (Chairman) explained Parker's reason for sponsoring the study: "We believe an opinion study of this type, at this time, is a splendid idea. Wisconsin's economic development climate has become a heated subject. The time has come to collect solid facts, to shed more light than heat on the subject."

**JOAQUIN B. ZUNIGA** (Area Director, Central America/Caribbean) has announced that **JAIME F. ENCINAS** has been promoted to General Manager, Parker Mexicana, effective June 1. Mr. Encinas was previously Controller-Mexican Operations and before that, Financial Manager, Latin American Area. He has been with the company since February 1980. Mr. Zuniga said in the announcement, "We wish Jaime great success in his new job."

**BRUCE R. HAGEN** (Account Manager for the Kansas, Nebraska and Iowa territory) was named Salesman for the month of April by Associated Drug, of Wichita, Kan. The Association is a cooperative group that represents over 5,000 independent drug stores in the United States. The award is voted on by a committee of buyers who select account managers who provide outstanding service to an account.

PARKER

PEN

# SHOP TALKER

June 20, 1983

for  
Parker Pen  
Employees

1166

The Parker Pen Company was presented the governor's New Product award by Gov. Anthony Earl for the Parker Roller Ball refill in ceremonies in Madison June 15. Dr. JOHN THOMPSON (Director of Advanced Technology) accepted the award on the behalf of Parker Pen. The company was honored for its design of the refill, which judges said combined the best qualities of a ballpoint pen and a fountain pen and eliminated many disadvantages. The judges said that the Roller Ball refill requires less pressure to write than a ballpoint, yet allows the writer to make carbon copies much easier than with a fountain pen. The Roller Ball refill also has less drag and friction than conventional pens, yet provides a more intense color line than a ballpoint, they said. The 1983 New Product winners were chosen based on their contribution to Wisconsin's economy, creation of new jobs and ingenuity in the use of engineering principles. Parker was one of eight winners selected from 28 entries.

Sales of mechanical writing and marking instruments in the U.S. dropped slightly during 1982, according to statistics from the Writing Instrument Manufacturers Association. WIMA reported that total unit sales decreased to 2,996,779,000 compared to 3,047,135,000 in 1981. The reduced volume of sales was reflected in almost all of the categories of products manufactured by the industry. Exports of pens, markers, mechanical pencils and parts during the first quarter of 1982 dropped almost 20 percent, according to the U.S. Department of Commerce. Both of the declines were attributed to the world-wide recession and a failing economy.

SHIRLEY STORCK has been promoted to Computer Operations Manager in the Management Information Systems Department reporting to NORMAN AULABAUGH (Director, Management Information Systems). She has been employed in Data Processing in Key Punch and/or Data Entry since joining the company in 1957.

CELESTE A. COHEE has been hired as a Key Account Manager for the Midwest Region, reporting to WILLIAM ENGLEHART (Midwest Region Manager). She was previously an area manager for Polaroid Corp., in Oakbrook, Ill., and group manager positioned in Chicago, Ill., for Carnation Company. Mrs. Cohee was awarded a bachelor's degree in business and home economics from Western Michigan University in Kalamazoo, Mich., in 1972.

Three Sales Managers have been hired for the Specialty Products Division of U.S. National Marketing: VERONICA C. FODOR, Midwest Region; DANIEL S. DEVER, Southwest Region; and RICHARD W. MANDRELL, Mideast Region. All report to GARY DIETERICHS, National Sales Manager. Ms. Fodor was previously marketing sales consultant for Awards of Distinction, Inc., in Chicago, Ill., and before that, was advertising-marketing director for American Fuel & Supply Co., Inc., in Milwaukee, Wis. Mr. Dever was previously with Classic Chemical Corp., in Dallas, Tex., as a national sales manager and with Zoecon Industries in Dallas, Tex., as an assistant national sales manager. Mr. Mandrell was previously with International Playtex as a district manager in Columbus, Ohio, and before that, with Time Distribution Services in Columbus as a sales representative.

Parker Newhaven has changed its telephone number to: Country Code-44, Area Code-273, Number 513233 (44 273 513233). This change was enacted as part of a British Telecom project to improve communication systems in the U.K.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

July 13, 1983

1167

## Sales Team Reviews Market Status, New Programs at 1983 National Sales Meetings

A new sales promotional program for the Christmas sell-in period was introduced to the U. S. sales force at the group's national sales meetings held near Lake Geneva in early June.

**A Christmas Wish List Gift Game promotion will be used to increase trade and consumer sales of Arrow, Classic, Jotter and Roller Ball merchandise during the upcoming pre-Christmas sell-in.**

The sweepstakes features a "match-and-win-by-phone" game that is designed to draw attention to Parker products at retail counters across the nation.

As in the case of the previous travel, AT&T and Texas Instruments promotions, the Parker Wish List Gift Game will be supported by national consumer and trade advertising explaining and promoting the program. Also, dealers will be encouraged to use a liberal co-op local advertising program.

Photos of the print ads and publications' schedules will be carried in future issues of SHOPTALKER.

**During the meetings, Peter Kibble (Vice President and Area Manager, North America — Asia/Pacific) addressed the group on the status of the marketplace in the U.S.** He congratulated the sales force on a good effort, but stressed that "We still have a long way to go." Mr. Kibble commented on the upbeat tone of the meeting, stating that it reflected the recent progress towards developing a solid jump-off base for the future. He said that although fiscal year 1983 was a difficult financial year for the Company, it forced the Company into action in order to safeguard its position for the future.

Mr. Kibble reviewed the recent actions taken by the Company such as reducing the breakeven point by 25 percent, establishing the new Research & Development Center, reducing product offerings, and the modernization of Arrow Park together with the consolidation of worldwide production facilities. He said, "The impact on Parker employees, families, and communities was painful, but there was no credible alternative. These actions have been taken to give you the ability to compete, the ability to gain market share and the ability to return this Company to a profitable footing." In support of their efforts, he assured them that more tools and new products would be forthcoming to help them do a better selling job. "Meanwhile, we have to continue to build and further consolidate our base aggressively, and these next nine months are going to require more of that 110 percent commitment," he said.

The company announced on June 28 FY1984 first quarter consolidated net earnings of \$1.9 million, or \$.11 per share, on net sales of \$165.2 million for the quarter ending May 31, 1983. For the same period a year ago, the net earnings were \$815,000, or \$.05 per share, and consolidated net sales were \$158.4 million. **Net sales increased four percent over last year and net earnings were up 128 percent.** **JAMES R. PETERSON** (Chief Executive Officer and President) said, "These results confirm our earlier indications that a turnaround in our key business segments has started and is anticipated to continue during the remainder of the year." Stronger Manpower sales in its two largest markets, France and the U.S., contributed to the improved results. He also stated that the improvement in the Writing Instrument Group operating profits resulted largely from improved margins and reduced expenses.

**The Parker Pen Company was granted initial approval for \$1 million in industrial revenue bonds by the Janesville City Council on Monday, June 27.** These tax-free industrial revenue bonds offer a lower-than-market interest rate and will be used to partially fund Parker's \$9.5 million renovation and modernization of Arrow Park. In recommending the bonds' approval, city manager Philip Deaton said the project will "assure stable and long-term employment for other employees in our community." He also noted Parker's contributions to Janesville "through the creation of jobs and capital investment." The firm also funded the Janesville Foundation and encouraged employees to participate in civic and governmental functions, Mr. Deaton said. A public hearing on the bonds will be conducted on July 25.

**ENRIQUE SERRANO** has been appointed General Manager of Parker Pen Espanola S.A., reporting to the European Area Manager. Mr. Serrano joined Parker Spain in June, 1982 as Financial and Administration Manager of the newly-formed marketing operation based in Madrid, Spain. **Manville D. Smith** (President of the Writing Instrument Group) said, "Mr. Serrano brings with him considerable experience in top management positions in his native Spain, and, since joining our Company, has demonstrated conscientious professionalism and excellent leadership qualities."

**A number of Parker employees have been appointed to different committees for the Writing Instrument Manufacturers Association for the Fiscal Year of July 1, 1983, through June 30, 1984.** They are: **PETER J. BENTLEY** (Corporate Vice President-Human Resources), Employee Relations Committee; **ALFRED P. DIOTTE** (Executive Vice President-Administration), Government Relations Committee; **NORMAN UHLIR** (Director of Commercial Services, U.S. Export), International Trade Subcommittee; **TOM JEFFRIS** (Director, Competitive Research and Analysis), Marketing Research and Statistical Committee; **EUGENE G. ROHLMAN** (Manager, Public Relations), Public Relations Committee; and **FORREST E. BECK** (Senior Quality Engineer), Test Methods Committee.

Henri J. Amigo of Fullerton, Calif., recently wrote in to Parker's Service Department to thank and commend them for their service of his two pens from a desk set which he had sent in for repair. "I appreciate your promptness in handling this for me and for doing it at no cost to me. It took me about twenty years to break your pens and in just a few weeks **you showed me why Parker has earned the reputation for excellence in writing instruments. Thank you very much for being one of a very American firms who still stand behind their product.**"

PARKER  
PEN

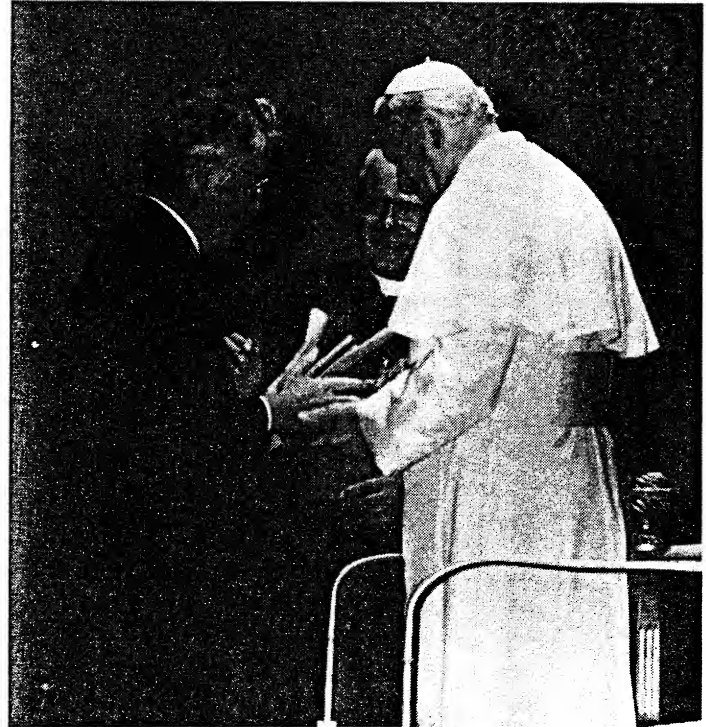
# SHOPTALKER

August 4, 1983

for  
Parker Pen  
Employees

1168

**PARKER PENS GIVEN TO POPE JOHN PAUL II --** Parker pens were the gift requested by Janesville attorney James E. Brennan when notified that he would be meeting with Pope John Paul II in Rome on July 4, 1983, on behalf of Serra International. Mr. Brennan, president of the 16,000 member organization for Catholic laymen, presented an engraved Arrow Stainless Steel fountain pen, roller ball and pencil trio set along with a calligraphic presentation card to the Pope. Over 3,000 members of Serra and others attended the audience given by the Pope. The picture on the right shows Mr. Brennan presenting the pens.



**The relationship between the Medical College of Wisconsin in Milwaukee and The Parker Pen Company** was described in an article in the June 1983 issue of the Medical College of Wisconsin Horizons magazine. The article explained the mutually beneficial arrangement in which the client, The Parker Pen Company, uses the Medical College's advanced technological equipment. Specifically, **JOSEPH BRANKS** (Research and Development Engineer) has been using the college's analytical electron microscope (AEM) for about two years. According to Mr. Branks, few corporations or commercial laboratories can justify purchasing instruments like the "extremely high tech" AEM because of their limited need and long payback time. This microscope combines the abilities of two kinds of electronic scanning microscopes into one, which is linked to a computer that is hooked up to the National Bureau of Standards, Washington, D.C. This agency sets standards for business and industry and has data for solving problems that arise in Parker's materials used in product development or manufacturing. Mr. Branks said, "It's a convenient, cost-beneficial arrangement."

Long-time Parker associate **WILLIAM LAUW ZECHA** died on July 6 in Kuala Lumpur, Malaysia. He was 84 years old. The Zecha family was Parker's distributor in Indonesia dating back to 1911. Mr. Zecha was also employed by Parker in the 1970's and his five sons have been indirectly involved with Parker over the past 20 years.

The **Central American Area** has moved its office from Boca Raton to Miami. This is their new address and phone number: The Parker Pen Company, Airport Corporate Center, 7200 Corporate Center Drive, Suite 316, Miami, Fl. 33126. The new telephone numbers are: (305) 592-4035 and 592-4037.

## PEOPLE TALK

**LAVERNE HOLMES** (Mail Desk) retired on July 1 after over 18 years of service. Best wishes, LaVerne!  
**ROBERT A. GUNDLACH** (Planning & Control) marks his 40-year anniversary on August 9.



PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

August 18, 1983

1169

**Parker Japan** received the top award for 1983 for in-transit advertising (i.e. train and subway car cards) at the 36th Dentsu Advertising Awards ceremonies held July 1 in Tokyo. **HANS SCHRODER** (Managing Director, Parker Japan) received the award from Dentsu, one of the largest advertising agencies in the world. Parker's advertisement featured the Parker 75 Sterling fountain pen with the title, "This is a pen." Developed by Tokyu Advertising Agency, Parker's double spread advertising was chosen from over 5,000 entries. Mr. Schroder is shown receiving the award on the right.



**DENNIS PORTER** has been promoted to Financial Systems Development Analyst and **JOHN BANDSMA** has been promoted to Supervisor of General Accounting. Both men report to **SHANE DOLOHANTY** (Director, Accounting Services). Mr. Porter has responsibility for coordinating the development, implementation and maintenance of all financial systems used by Accounting Services. He was previously General Accounting Supervisor and joined the company in 1978. Mr. Bandsma will assume responsibility for the Janesville legal entity General Ledger and related accounting. Previously Tax Compliance Specialist, he joined Parker in 1979.



DR. JOHN THOMPSON (Director of Advanced Technology) is awarded the Governor's New Product award by Gov. Anthony Earl for the Parker Roller Ball refill in ceremonies on June 15 in Madison. The Roller Ball was chosen on the basis of its contribution to Wisconsin's economy and ingenuity in the use of engineering principles.

The Parker advertisement, "A pen is a pen is a pen. Isn't it?" was selected for feature in the August 8 issue of Advertising Age Magazine as one of "Tyler's Ten." Mr. Tyler, a former Leo Burnett agency creative man and advertising consultant, selects ten well executed advertisements six times a year for overall discussion of print media. Mr. Tyler said, "This headline for Parker Pen dares the reader to ignore it." The content of the copy is summarized by Mr. Tyler, and he remarks that the ending sentence brings the reader back to the headline, "wrapping the whole into one neat package." Ogilvy and Mather, Parker's worldwide advertising agency, created the ad with Parker.

PARKER  
PEN

# SHOP TALKER

August 29, 1983

for  
Parker Pen  
Employees

1170

**MYRTLE TROSTEM** (Supervisor, Telephone and Wire Communications and Office Equipment) marked a rare milestone -- 60 years with The Parker Pen Company last week on August 17, and was honored by Corporate and Writing Instrument Group employees. At a luncheon hosted by **GEORGE S. PARKER** (Chairman of the Board) and attended by the corporate officers, she was presented with a limited-edition miniature sculpture of Calligraph, the sculpture at One Parker Place. Later that same day, she was surprised with a party for her co-hosted by **MANVILLE SMITH**



*Myrtle Trostem and Manville Smith review the congratulatory letter from President Reagan, and Nancy along with many other letters from well-wishers.*

(President, Writing Instrument Group) and **TOM JEFFRIS** (Director, Competitive Research and Analysis) at the Ramada Inn. Some 65 Parker employees and former employees including Mr. and Mrs. Daniel Parker, Mr. and Mrs. John Dawdy, Richard Holznecht, John Mack, Ernie Spry and John Gibb were in attendance. Art Foster couldn't attend, but sent Miss Trostem flowers and champagne. She was presented with an engraved sterling silver bowl and sixty long stem roses by the Writing Instrument Group. Among the many letters she received from well-wishers is one penned by **RONALD REAGAN**, congratulating her for her service. Signed with a Parker pen, President Reagan wrote, "I was pleased to learn of your many years with Parker Pen Company. You can take great pride in your achievements. Stories like yours are encouraging and inspiring, for it is hardworking individuals like you who make up the backbone of this nation."

**Miss Trostem was also featured in a front-page story** in the August 21 issue of the Janesville Gazette. The article focused on Miss Trostem experiences with the Company, and her remarks regarding them. "It doesn't seem like work when you enjoy doing something," she said. Other media coverage of Miss Trostem included spots on WISC-TV/Channel 3, Madison, and WREX-TV/Channel 13, Rockford. Channel 13 cited an example of her pride in the Company the time she kicked a man out of her office for flicking his Bic. Miss Trostem was quoted, "It's been a quick 60 years. I can't imagine life without Parker."

**Parker Writing Instrument Group officers met this week at the Harrison Conference Center, near Chicago**, to develop Parker's strategic plans for the future. Joining **MANVILLE SMITH** and his team were **JAMES R. PETERSON** (Chief Executive Officer and President) and consultants from Bain Company of Boston. A summary of their findings was presented in Janesville on Thursday, August 25 to other officers of the Corporate staff and Writing Instrument Group.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

September 12, 1983

1171



An Associated Press article recently appeared in scores of U.S. newspapers reporting Alvin Toffler's views regarding the future of factories and blue collar work. Mr. Toffler, world renown author of "Future Shock," and "The Third Wave," travels the world visiting factories to gain a perspective on how manufacturing is changing. **One example he gave** regarding the shift to more modern forms of mass production **was Parker's factory in Newhaven.** Mr. Toffler (shown on the left) is quoted in the article, "The new way is symbolized by a Parker Pen factory in England. We saw a guy standing at a computer. To change the output, he pushes a button and he can turn out a different machine tool part every two minutes. Before this, he was a fisherman. This fisherman is now running a computer and loving every minute of it." Mr. Toffler was the featured speaker at Parker's First European Marketing Council meeting held in Newhaven, England, in March.

It was announced August 31 that GERD RADTKE was appointed acting General Manager of Parker Pen Germany, under the direction of Hans Staritzbichler. ALFRED LINK was appointed Sales Manager of Parker Germany and DIETER LIEBETSEDER was assigned Market Development Manager, Northern Europe, reporting to JACQUES G. MARGRY (Executive Director, Marketing, Europe/Middle East/Africa Area).

The Parker Pen Company is represented at the recently developed Museum of Writing Instruments located in Spring Valley, N.Y. Last March, Museum Curator, Ms. Susan Rice, amassed a collection of 300 writing instruments and opened the Museum to the public. The exhibition includes 25 Parker writing instruments ranging from the 1900's to the present. It also includes an autobiographical sketch of founder **George S. Parker**, a picture of Mr. Parker, a copy of his 1894 patent and a 1918 color Parker advertisement. Ms. Rice, the 27-year old curator, developed her interest in writing instruments while working on a final exam project for her master's degree in museum administration. An article covering the museum in a Spring Valley local paper reported that one pen Ms. Rice would like to add to her collection is the Parker "snake fountain pen," developed by The Parker Pen Company between 1889 and 1907. This rare pen sells for \$2,000 on the collector's market.

Mr. John Konwiser, President of the Konwiser Corporation in Newport Beach, Calif., wrote to the Service Department: "Thank you and your company for fixing my Parker Pen which I sent to you... I appreciate the prompt service and the fact the job was completed without charge, reinforcing my opinion your company makes the finest writing instruments presently available, and unquestionably backs up its product. Thank you again for your excellent service."

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

October 17, 1983

1173

**The Premier Collection of Parker luxury writing instruments was introduced to the European marketplace at the Hotel de Paris in Monte Carlo the week of September 12.** This range of exquisite writing instruments represents the very best from Parker and is finely crafted in Meru, France. The Premier Collection includes seven models: 18 Karat Presidential Gold, 9 Karat Presidential Gold, Chinese Laque, Sterling Silver, Gold Plated and Laque, Gold Plated, and Silver Plated. Each model comes in four modes: fountain pen, roller ball, ball pen and 0.5mm pencil. **Every Premier Collection pen has its individual serial number and carries a worldwide warranty, "unquestionably guaranteed against defective materials and workmanship, as long as in use by original owner."**

The Premier Presidential 18 Karat Gold is handcrafted of solid gold and features a pellet that can be individually styled by Parker nib specialists to suit the writing style of its owner. Every Premier fountain pen nib is made from 18 Karat Gold and features a Vernier nib adjuster that allows the owner to

set the nib at the ideal writing angle for the writer's comfort. They all have quality certificates signed by the craftsmen who finish the nib and perform the final inspection. Accessories to the Premier Collection include: a guarantee instruction booklet listing all Parker Worldwide Service Centers, product care information and the worldwide warranty, a pearl grey pen pouch to hold and protect each writing instrument, and the nib adjuster. The solid gold model is offered in a hand-made Italian Florentine leather gift box, and all other models are featured in a pearl grey suedette gift box. All Premier models are being offered to company stockholders at a one-time, preferential 50 percent discount offer via the quarterly report issued on October 17.

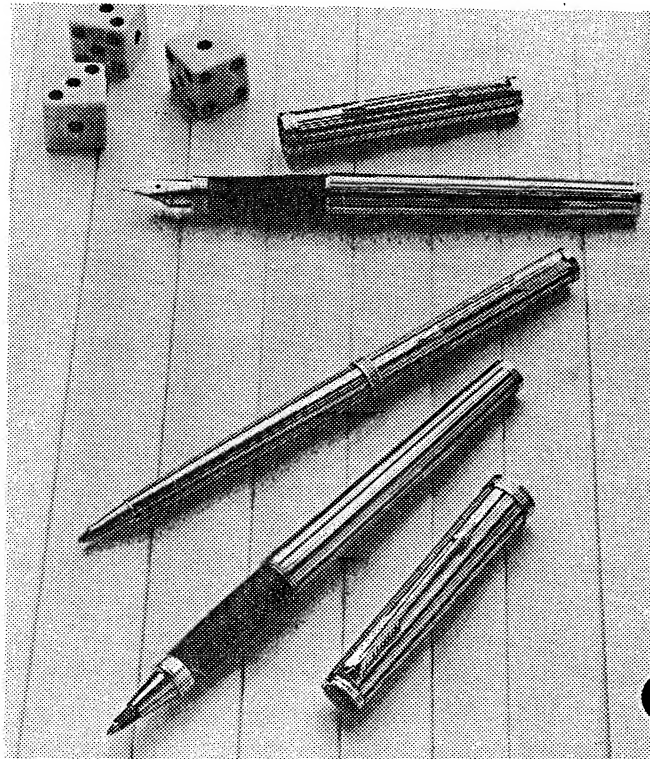


*The 18 Karat Gold Presidential Fountain Pen, with accessories*

## SHOPTALKER ...page 2

**JACK OTTIKER** (General Manager, Parker Pen Peru) retired from the company on September 30, after 10 years of service in Peru. **MANVILLE SMITH** (President, Writing Instrument Group) honored the occasion and presented Mr. Ottiker with an engraved sterling silver tray.

**The company announced on October 5 increased consolidated sales and earnings for the second quarter ended August 31, 1983.** The consolidated sales for the quarter were \$178.6 million, up 9 percent over sales of \$163.6 million for the same period last year. Consolidated net earnings for the quarter were \$3.2 million, or \$.19 per share, compared with a loss of \$4.7 million, or \$.28 per share, for the same period last year. For the six months, consolidated sales were \$343.8 million, up 7 percent over sales of \$321.9 million for the first six months of the last fiscal year. Net earnings for the six-month period were \$5 million, or \$.30 per share, compared with a loss of \$3.9 million or \$.23 per share, recorded for the first half of last year. **JAMES R. PETERSON** reported that the Writing Instrument Group's performance reflects a continuance of the first quarter's improved margins resulting from the restructuring and excellent expense control. "We expect Writing Instrument Group margins to continue to improve through the remainder of the year," he said. Also contributing to the improved performance was a positive growth in unit sales which were up 13 percent in the first six months, Mr. Peterson noted. Mr. Peterson also said, "**The results for the first six months continue to reflect the soundness of Manpower and the projected turnaround of the Writing Instrument Group.** These results give us increasing confidence that this trend will continue throughout the year."



*The Parker Premier Gold Plated and Laque models.*

### PEOPLE TALK

**PAUL L. EARING** retired September 1 after over 26 years with Parker as a U.S. Account Manager. **BETTY SPANGLER** (Writing Instrument Group - Finance) marked 30 years of service September 28.

PARKER  
PEN

# SHOP TALKER

November 7, 1983


for  
Parker Pen  
Employees

1175

The Parker Pen Company's display won a "Best Booth Award" for excellence of exhibit in attractiveness, theme and visitor concern at the 1983 National Office Products Association trade show which was held at McCormick Place in Chicago on September 30 through October 1. The NOPA show is the largest trade show event that Parker participates in every year. Overall, this year's NOPA show was very successful for the company, according to **JOSEPH TEMPLET** (National Sales Director). Under Mr. Templet's guidance, the Midwest Regional Sales force wrote a record number of trade show merchandise orders and also hosted a record number of visitors who stopped by the Parker booth. Shown on the right is a picture of Mr. Templet standing next to the award plaque, with the Parker trade show booth behind him.



The 1983 advertising for the Parker Premier began October 31, featuring a series of advertisements geared to increase awareness of the Premier Collection and strengthen Parker's position as a manufacturer of prestigious writing instruments. The full-color, two-page advertisements are being rotated in selected metro editions of *Time* and *Newsweek* magazines. Developed by Ogilvy & Mather for Parker's Writing Instrument Group, the ads feature the Presidential 18K solid gold, Sterling Silver and Chinese Laque models. Shown above is the advertisement for the Premier Sterling Silver.



**It's wrought from pure silver and writes like pure silk.**

You will find writing with the Parker sterling silver Premier fountain pen simple but not ordinary. In fact, it's entirely possible you will find it something of an inspiration.

We can't promise it will give you the wisdom of an Oscar Wilde, although holding the solid silver tippy does lend itself to contemplation (the 92.5% pure sterling silver comes).

When you deftly write, the words will flow with such uninhibited smoothness there will be nothing to block the way should a profound thought happen to wander along.

Thank the nib for that. And the craftsmen who go to making it. The nib takes three weeks to manufacture, because we do it almost entirely by hand.

We fashion it from 18K gold to make it flexible to the touch. Then at the tip we mount a tiny roller of ruthenium, a metal four times harder than steel and ten times smoother.

The ruthenium tip is sculptured under a microscope—a delicate operation any surgeon could envy. For an even more delicate task it allows the nib must be split with a cutting disc only 0.001" wide. Literally fine enough to split hairs.

Finally, the nib is hand-balanced in vacuum shells in a eighteen days to leave the gold in remarkably smooth.

Only after all this, not to mention 131 inspections along the way will the craftsman who made the nib sign the certificate allowing us to sell you this pen.

Buy the Parker Premier and even if you never write anything magnificent, at least you will never write anything but magnificent.

**PARKER**

(more)

## SHOPTALKER ...page 2

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At its regular meeting on Wednesday, October 12, the Board of Directors reviewed in detail the financial results for the first six months. Also, the construction of a European Area Distribution Center was approved and the current writing instrument product line was reviewed.

**DENNIS HOPPER** has been promoted to the position of Systems and Programming Manager and **DAVID PETERSON** has been promoted to Technical Support Manager in the Management Information Systems Department. Both report to **NORMAN R. AULABAUGH** (Director, Management Information Systems). Mr. Hopper is responsible for the development and maintenance of operational and information support systems on the IBM computer. He was most recently Systems Analyst and joined Parker in 1969. Mr. Peterson is responsible for the selection and installation of mainframe hardware and supporting systems software and utility programs. He was most recently Programming Manager and joined Parker in 1969.

**JERRY SOMMERFELDT** has joined the Corporate Tax Function, assuming the position of Tax Compliance Specialist, reporting to **P. DONALD CARSON** (Director of Taxes). Mr. Sommerfeldt received an accounting degree from Milton College and has been employed in the accounting function at Parker since 1976. He was most recently Manager, U.S. National Finance.

*FORBES* magazine reported on the styles of writing instruments in use among the powerful in status in its November 7 issue's article titled, "Pen-upmanship." The reporter stated that "**DANIEL PARKER**, honorary chairman of the board of The Parker Pen Co., who can have any pen in the world he wants as long as it is a Parker, uses a deep-brown hand-finished Chinese Laque pen, one of 20 fountain pens, ball points, roller balls and pencils in Parker's new executive line (\$95 to \$2,500). William F. Buckley, Jr. likes Parkers too, and uses the more modest red ballpoint Jotter (\$2.98)." The article also included a full-color photo of the Parker Premier Chinese Laque fountain pen.

**The importance of good customer relations was illustrated recently when Richard G. Kozal from Lake Forest College in Illinois reported his pleasurable dealings with Parker's Service Department** in a letter to them. He wrote, "I would like to extend my thanks for the prompt, quality services you performed. It is obvious that your fine products are backed by an equally outstanding customer service department. Though I may not ever deal with your department again in the future, **I can assure you that my relationship with The Parker Pen Company will not end with this letter; I intend to purchase Parker Pens as gifts for my friends and perhaps eventually even replace my own pen.** (I must admit that the last part of the previous statement will never occur--how can I replace something that never wears out?) Thank you again for your cooperation and attentive service." We hope Mr. Kozal has many friends!